

# United States Senate

WASHINGTON, DC 20510

April 7, 2004

Mr. Allan H. "Bud" Selig  
Commissioner  
Major League Baseball  
245 Park Avenue, 31<sup>st</sup> Floor  
New York, NY 10167

Dear Commissioner Selig:

Major League Baseball is off to another exciting season, but you risk striking out if you go through with an ill-advised plan to put advertising on player uniforms. As a lifelong baseball fan and a Senator, I simply cannot stand by and watch as Major League Baseball demeans the game.

Baseball is America's pastime and the game belongs to the fans, not corporate advertisers. The excuse that "other sports are doing it" is unacceptable. Imagine Willie Mays bearing an ad for Exxon on his back as turned to make "the catch." Envision Jackie Robinson stealing home with a Budweiser logo on his cap. Picture Lou Gehrig declaring himself the luckiest man on the face of the earth with a Coca-Cola banner across his chest. It's just wrong.

Baseball stands for America. Everyone understands there's commercialization in the game, but this takes it a step too far. For those of us who live and breathe the game and so admire its history, this idea is an affront. As a Yankees fan, to picture in my head Numbers 3, 4, 5, 7, and 8 on the backs of our great players without any logo marring the picture makes a stronger statement about baseball than anything. If this idea comes to fruition, it endangers tomorrow's memories for today's fans.

Selling ads on baseball uniforms would be a costly error. But it is still an avoidable error. It is not too late to put this bush league plan on waivers - permanently. I hope you will do so immediately.

Sincerely,



Charles E. Schumer  
United States Senator